

DETERMINANTS OF PATIENT SATISFACTION WITH HEALTHCARE SERVICES: A REVIEW AND FUTURE RESEARCH DIRECTIONS

FAKTOR PENENTU KEPUASAN PASIEN TERHADAP LAYANAN KESEHATAN: SEBUAH TINJAUAN DAN ARAH PENELITIAN DI MASA DEPAN

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ABSTRACT

This systematic review aims to identify and analyze the key factors influencing patient satisfaction with healthcare services. Using a systematic literature review (SLR) methodology, a comprehensive search was conducted in the Scopus database for articles published between 2019 and 2024. Data extraction and quality assessments were performed following the PRISMA guidelines. The findings highlight six critical factors that shape patient satisfaction. First, effective communication, trust, and empathy are crucial in fostering positive interactions between patients and providers, ensuring patients feel understood and valued. Second, patient involvement in decision-making enhances their sense of empowerment and control, leading to greater satisfaction. Third, high-quality care, marked by competence, reliability, and timely delivery, is essential for meeting patient needs efficiently and reducing wait times. Fourth, a clean, accessible, and well-maintained healthcare environment significantly influences patient perceptions and comfort. Fifth, patient safety and positive treatment outcomes are critical, as care that minimizes risks and ensures health improvements builds trust. Sixth, the integration of technology, such as artificial intelligence and telemedicine, enhances convenience, efficiency, and personalized care, tailoring services to individual needs. Last, socio-demographic factors, including age, income, education, and cultural differences, along with healthcare system policies and reforms, shape expectations and satisfaction levels.

Keywords: Customer Satisfaction, Satisfaction, Healthcare Service, SLR.

ABSTRAK

Tinjauan sistematis ini bertujuan untuk mengidentifikasi dan menganalisis faktor-faktor kunci yang mempengaruhi kepuasan pasien terhadap layanan kesehatan. Dengan menggunakan metodologi tinjauan literatur sistematis (SLR), pencarian komprehensif dilakukan di database Scopus untuk artikel yang diterbitkan antara tahun 2019 dan 2024. Ekstraksi data dan penilaian kualitas dilakukan dengan mengikuti pedoman PRISMA. Temuan ini menyoroti enam faktor penting yang membentuk kepuasan pasien. Pertama, komunikasi yang efektif, kepercayaan, dan empati sangat penting dalam mendorong interaksi positif antara pasien dan penyedia layanan kesehatan, memastikan pasien merasa dimengerti dan dihargai. Kedua, keterlibatan pasien dalam pengambilan keputusan meningkatkan rasa pemberdayaan dan kontrol mereka, yang mengarah pada kepuasan yang lebih besar. Ketiga, perawatan berkualitas tinggi, yang ditandai dengan kompetensi, keandalan, dan ketepatan waktu, sangat penting untuk memenuhi kebutuhan pasien secara efisien dan mengurangi waktu tunggu. Keempat, lingkungan perawatan kesehatan yang bersih, mudah diakses, dan terawat dengan baik secara signifikan mempengaruhi persepsi dan kenyamanan pasien. Kelima, keselamatan pasien dan hasil perawatan yang positif sangat penting, karena perawatan yang meminimalkan risiko dan memastikan peningkatan kesehatan akan membangun kepercayaan. Keenam, integrasi teknologi, seperti kecerdasan buatan dan telemedicine, meningkatkan kenyamanan, efisiensi, dan perawatan yang dipersonalisasi, menyesuaikan layanan dengan kebutuhan individu. Terakhir, faktor sosio-demografis, termasuk usia, pendapatan, pendidikan, dan perbedaan budaya, serta kebijakan dan reformasi sistem perawatan kesehatan, membentuk ekspektasi dan tingkat kepuasan.

Kata Kunci: Kepuasan Pelanggan, Kepuasan Pasien, Layanan Kesehatan, SLR.

INTRODUCTION

Patient satisfaction is a crucial metric in evaluating the effectiveness and quality of healthcare services. It

serves as an indicator of patients' overall perceptions of their care experience, influencing both individual health outcomes and broader healthcare system

performance. Studies such as Amirthalingam et al. (2024) and Alobaid et al. (2024) emphasize that patient satisfaction is linked to enhanced patient retention, improved adherence to treatment plans, and positive health outcomes. A higher level of satisfaction leads to increased trust in healthcare providers, fostering a better patient-provider relationship. Additionally, satisfaction can influence healthcare utilization and even shape healthcare policy decisions. The importance of patient satisfaction is also underscored by its role in quality improvement initiatives. Research shows that patients who are satisfied with their care are more likely to report favorable outcomes, thus contributing to the overall efficiency and effectiveness of the healthcare system (Sya'diyah et al., 2023). Furthermore, factors such as timely care, clear communication, and the integration of technology can significantly boost patient satisfaction, demonstrating that it is not only a measure of care but also a driver for continual improvement in healthcare services (Amankwah et al., 2024; Ali & Dzandu, 2023). Thus, understanding and enhancing patient satisfaction is essential for optimizing healthcare delivery and achieving positive health outcomes.

Patient satisfaction is a critical measure of healthcare quality, shaped by a combination of emotional, service-related, organizational, and demographic factors. Emotional intelligence in healthcare providers plays a significant role in enhancing patient satisfaction by fostering better emotional support and communication, as highlighted by Nair's (2021) study on nursing emotional intelligence programs. Additionally, the quality of service, including the effective management of customer relationships and hospital reputation, has a direct impact on patient experiences. Research

by Mora et al. (2021) demonstrates that improving service quality and strengthening customer relationship management (CRM) efforts in healthcare settings can significantly boost patient satisfaction and hospital performance. Other studies have shown that organizational factors, such as leadership, staff engagement, and well-being, are equally crucial. Kang et al. (2022) and Wang and Zhang (2021) emphasize that positive organizational values and staff satisfaction lead to better patient care and enhanced satisfaction.

Moreover, sociodemographic factors and technological advancements further influence patient satisfaction. As noted by Chico et al. (2022), patient satisfaction can vary based on demographic characteristics, underscoring the need for healthcare providers to tailor services to meet diverse patient expectations. Technological developments, such as mobile health consultations and advancements in dental care services, have also been shown to affect patient satisfaction, as explored by Liu et al. (2020) and Ismail et al. (2022). In conclusion, patient satisfaction is determined by a complex interplay of emotional, service, organizational, and contextual factors. Improving emotional intelligence, service quality, staff engagement, and technological integration can help healthcare institutions enhance patient experiences and foster long-term loyalty.

Despite extensive research on patient satisfaction in healthcare services, several theoretical gaps persist, warranting further investigation. First, while recent studies have examined the impact of specific service quality dimensions on patient satisfaction (Abdelwahed & Zehri, 2024; Ali et al., 2024; Chen et al., 2024; Hammanjoda & Singh, 2024; Mora et al., 2021; Tan et

al., 2019), there is a limited understanding of how these factors interact within a broader, integrated framework that encompasses both healthcare service delivery and patient outcomes. Furthermore, previous research has often treated these dimensions in isolation, failing to explore their cumulative or mediating effects on overall patient satisfaction. Adopting a more holistic approach that integrates emotional intelligence, organizational culture, and service quality with patients' experiences could offer valuable insights into the determinants of satisfaction. Addressing these gaps through comprehensive reviews and empirical studies will not only enhance our understanding of patient satisfaction in healthcare services but also provide a robust foundation for future research and policy development.

LITERATURE REVIEW

Expectancy-Disconfirmation Theory

Expectancy-Disconfirmation Theory (EDT) is a well-established framework for understanding patient satisfaction in healthcare. It posits that satisfaction is determined by comparing patients' expectations with their actual experiences. If the actual experience meets or exceeds expectations, known as positive disconfirmation, patients are likely to be satisfied. Conversely, if the experience falls short of expectations, resulting in negative disconfirmation, dissatisfaction occurs. This theory revolves around three core concepts: expectations, which are preconceived standards patients hold before receiving care; disconfirmation, which is the gap between what is expected and what is experienced; and satisfaction, the emotional outcome of this comparison.

In healthcare, EDT has been instrumental in explaining patient

satisfaction with various aspects of service quality. Studies have shown that disconfirmation influences satisfaction across several touchpoints, such as provider communication, medication counseling, and discharge services. For instance, Kucukarslan and Nadkarni (2008) demonstrated that while disconfirmation did not directly correlate with a single-item satisfaction measure in patients on warfarin therapy, it became significant when analyzed within a broader construct. Other studies, like those by Oliver et al. (2022) and Abdelwahed and Zehri (2024), highlight how aligning patient expectations with perceived service quality improves satisfaction. These researchers found that personalized care, effective communication, and realistic expectations significantly contributed to positive disconfirmation.

Recent research has also explored the interplay of emotional intelligence and technology in managing expectations. Chen et al. (2024) emphasized the importance of healthcare providers' empathy and their ability to manage patient expectations effectively. Similarly, Mora et al. (2021) demonstrated how digital tools, such as patient portals and mobile apps, streamline communication, aligning patient expectations with actual service outcomes. These studies underline the evolving nature of expectation management, where emotional intelligence and technological innovations play crucial roles in enhancing patient satisfaction.

Despite its broad applicability, the use of EDT in healthcare still has notable theoretical gaps. First, many studies have focused on individual service dimensions, such as empathy or responsiveness, without examining their combined effects on the disconfirmation process. For example, Hammanjoda and

Singh (2024) explored specific service aspects but did not investigate how these dimensions collectively influence satisfaction. Second, cultural and contextual variations in patient expectations remain underexplored. Factors such as cultural background, socioeconomic status, and demographics significantly shape expectations, yet these variables are often overlooked. Tan et al. (2019) criticized this oversight, noting that it limits the generalizability of findings across diverse populations.

Customer Satisfaction

Customer satisfaction is a critical concept in business, reflecting a customer's evaluation of their experience with a product, service, brand, or company. This concept has been explored from various angles, highlighting that satisfaction is shaped by a range of factors, including customer evaluation processes, personal assessments, psychological states, and individual reactions (Fornell, 1992; Halstead et al., 1994; Duffer & Moulins, 1989). Holbrook's (1996) integration of consumer value into marketing redefined satisfaction, emphasizing that it encompasses a blend of conative, affective, and cognitive responses. Consumers often assess satisfaction based on personal benchmarks, past experiences, and interactions with products or services (Huang et al., 2023). Satisfaction can result from transactional interactions, such as purchasing a product, as well as relational experiences with specific providers (Ledikwe et al., 2019; Setiawan & Sayuti, 2017).

Customer satisfaction plays a significant role in influencing repeat purchases and, consequently, company profits. It is closely linked to customer retention, loyalty, and the likelihood of future purchases. Satisfied customers not only contribute to business growth

through repeat purchases but also generate positive reviews and word-of-mouth referrals, enhancing brand reputation and attracting new customers. High levels of satisfaction help businesses gain a competitive advantage in crowded markets (Ngoc & Tien, 2021; Dam & Dam, 2021; Keller & Kotler, 2015). As a result, prioritizing customer satisfaction is essential for fostering long-term relationships, reducing acquisition costs, and encouraging upselling and cross-selling, which contribute to increased revenue.

To measure customer satisfaction, businesses can use various methods, such as questionnaires based on existing literature and statistical correlations. Systematic approaches have been developed to identify and rank the factors that most influence satisfaction, particularly in online stores. Additionally, mechanisms have been proposed for converting customer satisfaction responses from one scale to another, with the 10-point ordinal scale being particularly suitable for inter-scale conversion (Fornell et al., 1996; Packard & Berger, 2021). Customer satisfaction also influences business performance and profitability, with a lagged effect between satisfaction and profitability. Past satisfaction positively affects current profitability, while past profitability can improve future satisfaction (Fornell, 1992). Even a small improvement in customer retention, such as a two percent increase, can significantly impact profitability by reducing overhead costs (Pei et al., 2020).

Patient Satisfaction

Patient satisfaction in healthcare is a crucial aspect that reflects the quality and effectiveness of healthcare services. It is increasingly regarded as a key factor in measuring the quality of medical care.

Defined as an individual's cognitive evaluation and emotional response to their healthcare experience, patient satisfaction plays a significant role in shaping clinical outcomes. High levels of patient satisfaction are not only associated with improved clinical results but also with increased market share, financial gains, reduced malpractice claims, and enhanced reimbursement rates.

The impact of patient satisfaction extends beyond just the experience; it has direct implications for healthcare outcomes and quality of care. Evidence suggests that less satisfactory care is linked to non-compliance with treatment, poor understanding of medical information, and poorer health outcomes for patients. Conversely, higher satisfaction correlates with better clinical outcomes and often reflects the technical competence of healthcare providers.

To measure patient satisfaction, healthcare providers commonly use surveys and questionnaires. Tools such as the Patient Satisfaction Questionnaire-18 and the Medical Interview Satisfaction Questionnaire are commonly employed to gather patient feedback. These methods provide valuable insights into the patient experience, allowing healthcare facilities to make informed decisions about improving care.

Finally, patient satisfaction is increasingly used to assess healthcare providers' performance at multiple levels, from organizational and unit-wide assessments to evaluations of individual practitioners. It serves as an important indicator of healthcare quality by reflecting how well healthcare providers meet the expectations of their patients. In conclusion, patient satisfaction is a vital aspect of healthcare that impacts not only the quality and

effectiveness of care but also the performance of healthcare providers across various levels.

RESEARCH METHOD

This study employed a systematic literature review (SLR), a widely recognized methodology for synthesizing research across various disciplines, particularly in management, hospitality, and tourism (Varsha et al., 2024). To ensure a thorough and rigorous review, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework was adopted. The PRISMA process, depicted in Figure 4, comprises six key steps, all of which were implemented in this study (Anderson & Jayaratne, 2015; Maniar et al., 2018).

The first step involved defining the research question, which aimed to explore the relationship between social media marketing and destination branding. Subsequently, a review protocol was developed, outlining the criteria for study inclusion and exclusion, search strategies, and data extraction guidelines. This protocol ensured consistency, transparency, and methodological rigor throughout the review process.

A comprehensive literature search was conducted from November 19 to 22, 2024, using the Scopus database. The search strategy included the terms "Patient Satisfaction AND Healthcare Service OR healthcare AND Healthcare provider." The search was limited to articles published between 2019 and 2024, focusing on the most recent and relevant studies. An initial set of 273,766 documents was retrieved. Figure 1 illustrates the distribution of documents across these years, showing a general upward trend in document production. Notably, 2024 accounted for the largest share, followed by 2023 and 2022. This

trend highlights consistent growth in scholarly output over time

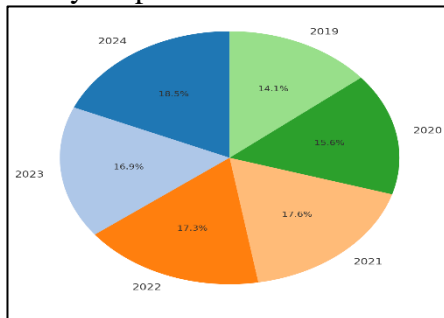


Figure 1. Articles Distributions by Year

Source: Search results from Scopus Database

The next step involved a screening process to evaluate the quality and relevance of the retrieved articles. This process began with refining the search criteria to include only articles from disciplines directly related to the research focus, such as medicine, nursing, health professions, social sciences, and business management. By narrowing the scope to these fields, the study ensured that only pertinent research was included, thereby reducing irrelevant entries, minimizing bias, and enhancing the overall rigor and robustness of the review process. This refinement reduced the initial dataset to 258,773 articles.

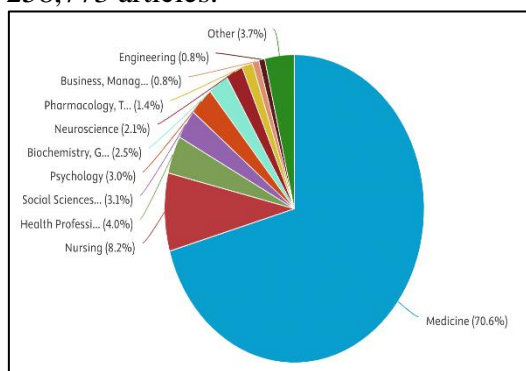


Figure 2. Articles Distributions by Subject Area

Source: Search results from Scopus Database

The next screening step focused on extracting only scientific journal articles

to ensure the inclusion of high-quality, peer-reviewed, and credible sources. This step aimed to enhance the rigor and reliability of the review by excluding non-scholarly materials such as reviews, letters, notes, editorials, book chapters, and other similar sources. By filtering out 51,407 non-journal articles the present study focused solely on articles that provide robust insights relevant to the research objectives. Articles accounted for the largest proportion, with 207,366 documents, representing approximately 83.8% of the total dataset (Figure 3).

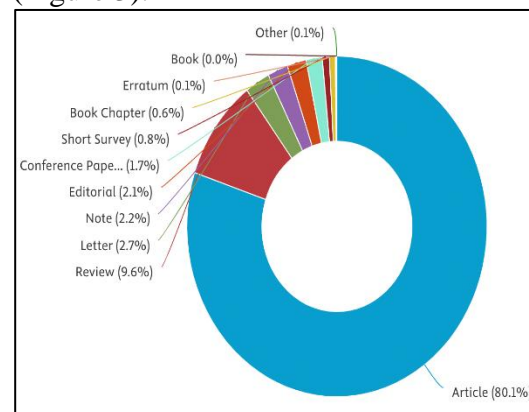


Figure 3. Articles Distributions by Type

Source: Search results from Scopus Database

Further refinements were made to the search process to ensure that only English-language articles were included, resulting in the removal of 151,574 non-English articles. This refinement reduced the dataset to 188,144 documents. Additionally, the screening process ensured that the concept of "patient satisfaction" was interpreted within the context of healthcare services. After excluding unrelated articles, 183 documents were removed, leaving 450 articles for further analysis. These articles were then reviewed for eligibility, with a focus on the antecedents of patient satisfaction in healthcare services. Ultimately, 23 articles were deemed eligible for

inclusion in the final sample. Table 1 presents the journal sources of the articles in the final sample, along with the publisher's name and the number of articles from each journal. The article search and evaluation process is further illustrated in Figure 4.

Table 1. Final Sample of Articles

Journal Name	Publisher	#Articles
Patient Preference and Adherence	Dove Medical Press	5
Journal of Patient Experience	SAGE	3
Journal of Economic Surveys	Wiley	1
International Journal of Pharmaceutical and Healthcare Marketing	Emerald	1
International Journal of Quality and Reliability Management	Emerald	1
Journal of Islamic Accounting and Business Research	Emerald	1
Quality Management in Health Care	Springer	1
Journal of Patient Safety and Risk Management	SAGE Publications	1
Patient Experience Journal	SAGE Publications	1
International Journal of Data and Network Science	Inderscience Publishers	1
Global Social Welfare	Springer	1
Open Public Health Journal	Bentham Science	1
European Journal of Dental Education	Wiley	1
International Journal of Human Rights in Healthcare	Emerald	1
Sustainability	MDPI	1
International Journal of Organizational Analysis	Emerald	1

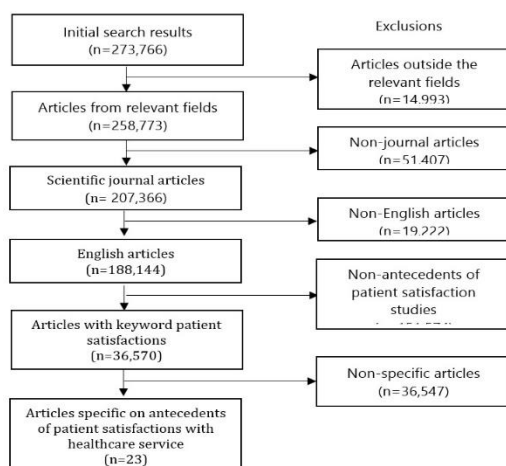


Figure 4. Summary of the Article Selection and Screening Process

RESULT AND DISCUSSION

The results of the analysis reveal six key factors influencing patient satisfaction, as outlined in Table 1. These factors include patient-provider communication, which emphasizes trust and empathy; patient involvement in decisions, focusing on their active participation in healthcare choices; medical service quality, encompassing service attitude and technical competence; healthcare environment, which includes cleanliness and accessibility; healthcare system factors, such as policies and team-based care; and socio-demographic factors, including age, income, education, and cultural differences. Each of these elements plays a crucial role in shaping patient satisfaction in healthcare.

Table 1. Factors Influencing Patient Satisfaction and Related References

Factor	Description	References
Patient-Provider Communication	Effective communication, trust, and empathy	Rapport et al., 2019; Liu et al., 2020; Belasen et al., 2024.
Patient involvement in decisions	Patients' involvement in their healthcare choices and treatment plans	Hirata et al., 2024; Mandagi et al., 2024.
Medical Service Quality	Service attitude, technical competence, thoroughness of care	Fang et al., 2019; Mora et al., 2021; Tan et al., 2019
Healthcare Environment	Hospital facilities, cleanliness, convenience, and accessibility	Fang et al., 2019; Lacap & Alfonso, 2022.
Healthcare System Factors	Policies, reforms, team-based care, universal healthcare programs	Liu et al., 2020; Ali et al., 2024.
Socio-Demographic Factors	Age, income, education, cultural and national differences	Kang et al., 2022; Chico et al., 2020; Ajam et al., 2021.

Patient-Provider Communication

Patient-Provider Communication plays a central role in shaping patient satisfaction and healthcare outcomes. Effective communication fosters trust, empathy, and involvement, all of which significantly enhance the patient experience. Trust is foundational in this relationship; when patients perceive their healthcare providers as trustworthy, they feel more comfortable discussing

concerns, following treatment plans, and adhering to medications. This trust reduces uncertainty and fosters a sense of security, leading to greater satisfaction.

Empathy, the provider's ability to understand and share the patient's feelings, is also vital. Empathetic care recognizes patients' emotional and psychological needs, leading to more personalized, compassionate care. When patients feel understood on an emotional level, their satisfaction with the care process increases. Additionally, clear communication ensures that patients understand their diagnoses, treatment options, and expected outcomes, which empowers them to make informed decisions about their healthcare. This transparency not only gives patients a sense of control but also improves their satisfaction.

Effective communication also reduces anxiety and confusion, especially during medical procedures or hospital stays, helping to create a more positive healthcare environment. This is crucial, as patients' perceptions of the healthcare setting are often influenced by how well they communicate with their providers.

The impact of patient-provider communication on patient satisfaction extends beyond emotional well-being; it directly correlates with healthcare outcomes and quality of care. When communication is effective, patients are more likely to achieve better health results and experience improved outcomes. In turn, patient satisfaction with communication reflects the quality of healthcare and the competency of providers.

However, there are challenges in measuring patient satisfaction related to communication. Variations in doctors' communication skills, cultural or language differences, and patients'

personal circumstances can all influence satisfaction. It's important for healthcare systems to address these challenges by providing communication skills training and patient activation programs, particularly for those with lower education levels or complex health needs.

Technology also plays a growing role in enhancing patient-provider communication. The rise of telemedicine, virtual care, and team-based healthcare requires new forms of communication proficiency. Health information technology can standardize and streamline communication, improving patient satisfaction by ensuring accurate, timely information exchange. As healthcare moves towards value-based care, these technological advancements will become increasingly essential to maintaining high levels of patient satisfaction.

Patient involvement in decisions

Patient involvement in healthcare decisions is a crucial determinant of patient satisfaction, as it empowers individuals to actively participate in their treatment planning and fosters a sense of control over their health. When patients are involved in decisions regarding their care, they perceive their experience as more personalized and tailored to their needs, which enhances satisfaction. Shared decision-making is a key component of this process, where healthcare providers collaborate with patients to evaluate the best treatment options. By allowing patients to express their preferences, ask questions, and weigh the potential benefits and risks of different approaches, this collaborative model helps them feel valued and respected, leading to increased satisfaction with the care they receive.

Empowerment, closely tied to

involvement, plays a critical role in improving patient satisfaction. When patients are well-informed about their health conditions and available treatment options, they are better equipped to make decisions aligned with their personal values and preferences. This empowerment not only enhances patient satisfaction but also improves treatment adherence, as patients who are more engaged in their healthcare journey are more likely to follow prescribed therapies and lifestyle changes. Furthermore, patients who feel empowered experience reduced anxiety, as they see themselves as active participants in their care rather than passive recipients.

Increased communication between healthcare providers and patients is integral to this process, as it fosters a sense of partnership. When patients are involved in decision-making, they tend to develop greater trust in their healthcare providers, leading to a collaborative rather than authoritative relationship. This trust, in turn, contributes to higher levels of satisfaction, as patients feel that their providers genuinely care about their well-being and respect their input. The psychological benefits of patient involvement also play a role—patients who participate in decisions tend to view their care as more patient-centered, leading to improved emotional well-being and overall satisfaction.

Research also highlights several key factors influencing patient involvement in decisions, including socio-demographic and disease-related variables. Preferences for involvement vary according to factors such as age, knowledge about their condition, health status, and experiences with the healthcare system. These preferences may also evolve over time, depending on the stage of the illness and the patient's

growing experience with the healthcare process. As a result, healthcare providers must recognize and accommodate diverse patient preferences in the decision-making process.

Increased patient involvement has been linked to better treatment adherence and improved health outcomes. Studies show that when both patients and healthcare providers share similar views on participation, patient outcomes tend to be more favorable. High satisfaction levels are found when both the patient and physician desire greater involvement, leading to improved decision-making and better psychosocial outcomes. Additionally, greater involvement in decisions is associated with lower decisional conflict, which directly correlates with higher satisfaction.

However, challenges and barriers to patient involvement remain. Patients' trust in their physicians can both foster and hinder participation, as a lack of trust may prevent patients from taking an active role in their care. There is also a misalignment between patients' preferences for involvement and their actual experience, which suggests the need for strategies that bridge the gap and ensure that patients' desires align with their level of involvement. Addressing these challenges can help improve the patient decision-making process and increase overall satisfaction.

Medical Service Quality

Medical service quality significantly influences patient satisfaction, as it shapes the overall healthcare experience. It is a multidimensional concept that includes key factors such as service attitude, technical competence, and the thoroughness of care, all of which contribute to the patient's perception of care quality and their satisfaction.

Service attitude plays a critical role in patient satisfaction. A healthcare provider's demeanor, approachability, and empathy can positively or negatively impact the patient experience. A compassionate and respectful attitude fosters trust and comfort, allowing patients to feel valued and supported. This emotional connection enhances satisfaction, while a cold or indifferent attitude can lead to dissatisfaction and mistrust.

Technical competence is another vital factor. Patients expect their healthcare providers to be skilled and knowledgeable in diagnosing, treating, and managing medical conditions. When patients perceive their providers as competent, they feel more confident in the care they receive, which results in higher satisfaction. Competence assures patients they are receiving the best possible treatment, reinforcing trust in their healthcare providers and contributing to their overall sense of safety.

Thoroughness of care further impacts patient satisfaction. Patients appreciate healthcare providers who take the time to understand their needs, listen to their concerns, and address all aspects of their care. Thorough care not only addresses immediate medical issues but also considers the patient's broader health context, providing clear explanations and involving patients in decision-making. Patients who feel their providers are comprehensive in their approach are more likely to be satisfied with their care. In contrast, rushed or inadequate care can lead to feelings of neglect and dissatisfaction.

The combination of these elements—service attitude, technical competence, and thoroughness of care—creates a holistic experience that significantly affects patient satisfaction. High-quality medical service increases

trust improves adherence to treatment plans, and enhances the likelihood of recommending the healthcare provider to others. Furthermore, high-quality care often leads to better health outcomes, reinforcing the positive relationship between service quality and patient satisfaction.

Improving medical service quality involves investing in personnel training, enhancing responsiveness, and ensuring high standards in clinical, diagnostic, and administrative services. Creating a culture of service excellence and strengthening the provider-patient relationship through patient-centered initiatives can also lead to improved satisfaction. In summary, improving medical service quality through these strategies can significantly enhance patient satisfaction and overall healthcare outcomes.

Healthcare Environment

The physical healthcare environment, including aspects such as atmospherics, service delivery, and design, plays a critical role in shaping patients' overall satisfaction with their healthcare experience. The physical environment extends beyond the basic functionality of the space, encompassing sensory elements like lighting, noise, color schemes, and cleanliness, all of which significantly influence how patients perceive the quality of care they receive. A study has shown that the objective quality of the healthcare environment directly impacts patient satisfaction by influencing their perceptions of environmental comfort and appropriateness. In particular, inpatients and outpatients may respond differently to various social-psychological cues within these environments, such as the layout of spaces or the perceived warmth and care provided by the setting. Research has

found that the integration of ambient factors (like lighting and temperature), design elements (such as layout and space utilization), and empathetic touches (like comfortable seating and soothing decor) can lead to stronger satisfaction and a more positive behavioral intention toward the healthcare provider. These elements collectively enhance the patient's sense of comfort, trust, and well-being, all of which are essential to their overall healthcare experience.

Additionally, the organizational culture within healthcare facilities further mediates the impact of the physical environment on patient satisfaction. A welcoming and empowering atmosphere—where patients feel respected and valued—enhances their perception of the quality of care. This is especially true in the context of patient-provider relationships, where factors like courtesy, dignity, and respect are key indicators of an institution's culture. Healthcare settings that prioritize these aspects are more likely to foster a positive patient experience, reinforcing patient satisfaction. A study revealed that patients who feel empowered and treated with dignity in an environment that is conducive to healing are more likely to report satisfaction with their care. Furthermore, organizational culture also affects the well-being of healthcare professionals, which in turn influences patient outcomes. For instance, improved nurse practice environments—characterized by better work conditions and a positive organizational culture—are associated with better job satisfaction for nurses and lower patient mortality rates. This highlights the interconnectedness between the healthcare environment, both physical and cultural, and the quality of care delivered.

Moreover, the physical healthcare environment's influence on patient outcomes extends beyond satisfaction alone. Hospital design modifications, such as improving waiting areas or creating more patient-centered spaces, have been shown to enhance patients' perceptions of care quality and reduce the perceived waiting time, leading to improved overall satisfaction. The layout and functionality of healthcare facilities can directly affect how patients feel during their visits, influencing not only their emotional responses but also their confidence in the quality of the healthcare provided. Similarly, improvements in the physical environment have been linked to higher job satisfaction among healthcare professionals, which ultimately contributes to a better patient care experience. Healthcare professionals who feel comfortable and supported within their work environment are more likely to provide higher-quality care, leading to better outcomes for patients. Thus, the physical environment within healthcare facilities not only influences patient satisfaction but also has a significant impact on healthcare professionals' job satisfaction and overall performance.

Despite the growing recognition of the physical environment's impact on patient and staff outcomes, there remains a gap in conclusive evidence, particularly regarding its influence on work-related outcomes for healthcare staff. Current research has not yet definitively established how the physical environment affects healthcare workers' job satisfaction, stress levels, or performance, underscoring the need for further research in this area. Controlled trials and more comprehensive studies are needed to fully understand the complex relationship between the physical healthcare environment and

both patient and staff outcomes.

Healthcare System Factors

Key policies and reforms play a significant role in influencing patient satisfaction within healthcare systems. Factors such as the availability of prescription drugs and the thoroughness of care are directly linked to patient dissatisfaction, highlighting the importance of addressing these areas for improving overall satisfaction. System reforms, particularly those focused on enhancing the quality of care, have led to increased attention to patient needs and expectations. These reforms have fostered greater patient involvement and compliance, while also boosting staff morale and generating positive word of mouth. In addition to these reforms, the state financing context and key input indicators—such as the density of physicians and hospital beds—can significantly affect satisfaction at the individual level, further underscoring the importance of adequate funding and resource allocation in healthcare systems.

Team-based care has also emerged as a critical factor influencing patient satisfaction. Effective teamwork within healthcare teams has been shown to lead to higher staff job satisfaction, improved patient safety, better quality of care, and ultimately, greater patient satisfaction. The dynamics within care teams are integral to creating a positive work environment and ensuring that patients receive coordinated, high-quality care. Research has found that better team dynamics are positively associated with both clinical work satisfaction and improved coordination between primary care providers (PCPs), contributing to enhanced patient outcomes and satisfaction. As healthcare systems continue to emphasize teamwork and collaboration, these efforts are expected

to further elevate the patient experience.

The implementation of universal healthcare programs, such as Indonesia's *Badan Penyelenggara Jaminan Sosial* (BPJS), has demonstrated both benefits and challenges in patient satisfaction. While enrollees have expressed moderate overall satisfaction with the scheme, they report higher satisfaction with provider attitudes and healthcare environments, but lower satisfaction with services like laboratories, billings, and pharmaceuticals. While beneficiaries acknowledge the improvements the NHIS has brought compared to being uninsured, they also recognize that further improvements are needed, particularly in reducing wait times. This feedback highlights the ongoing challenges that universal healthcare programs face in meeting patient expectations, despite the broad advantages of expanding access to healthcare.

Differences in patient satisfaction between healthcare systems with and without universal healthcare programs are also noteworthy. In systems where a larger proportion of health expenditures are publicly funded, satisfaction with the healthcare system tends to be higher. This finding suggests that public funding plays a crucial role in shaping patients' perceptions of healthcare quality. Additionally, effective teamwork among care teams has been consistently linked to greater patient satisfaction, underscoring the importance of collaboration and communication within healthcare settings.

Socio-Demographic Factors

Socio-demographic factors play a significant role in shaping patient satisfaction, with age, gender, income level, education, marital status, and employment status all contributing to variations in how patients perceive their

healthcare experiences. Age is one such factor that influences satisfaction, with studies showing that older patients tend to report lower satisfaction levels in areas such as process management and affordability. However, patients aged 45-64 years have been found to be more satisfied with inpatient care, suggesting that age-related factors, including health status and expectations of care, can significantly affect satisfaction. Gender also plays a crucial role, with female patients often reporting higher satisfaction with communication, medical care, and support services, highlighting the importance of considering gender-specific preferences and needs when evaluating patient satisfaction. Income level is another critical factor, as patients with higher incomes tend to report higher satisfaction with healthcare services. This could be due to better access to resources, higher-quality care, or more comprehensive insurance coverage that improves the overall healthcare experience. Education level also influences satisfaction, with patients possessing higher education levels generally reporting greater satisfaction with primary care settings, potentially because they are more informed and able to advocate for their healthcare needs.

Marital status and employment status further impact patient satisfaction. Married patients generally report higher levels of satisfaction, particularly in terms of communication and medical care. This could be due to emotional support from a partner or a greater sense of security in the healthcare process. Similarly, employment status plays a role in satisfaction, with both employed and unemployed patients expressing greater satisfaction than those in office-based professions. The difference may be due to varied experiences with healthcare services across these groups,

reflecting their unique needs and expectations. These socio-demographic factors illustrate the complexity of patient satisfaction and the need for healthcare providers to consider the diverse characteristics of their patient populations when striving to improve service quality. Tailoring healthcare delivery to meet these needs can reduce disparities and enhance overall patient experiences.

These socio-demographic disparities underscore the need for healthcare providers to consider how factors such as income, education, and employment status influence patient satisfaction. Tailoring services to meet the specific needs of diverse patient groups can help reduce these disparities and improve overall satisfaction. For example, enhancing communication skills, fostering interpersonal relationships, and dedicating more time to patient interactions, particularly in multicultural settings, can significantly improve satisfaction. Such strategies ensure that healthcare services are more personalized and responsive to the needs of individual patients.

Furthermore, it is important to recognize that the impact of socio-demographic factors on patient satisfaction may vary across different countries and regions. Cultural norms, regional healthcare systems, and socio-economic conditions can all influence how these factors manifest in patient experiences. As such, healthcare providers should be mindful of these regional and cultural variations when developing strategies to enhance patient satisfaction. By understanding and addressing socio-demographic disparities, healthcare systems can create more inclusive and patient-centered environments, ultimately leading to better outcomes and higher satisfaction rates for a broader range of patients.

CONCLUSIONS

In this review, we have identified several key factors influencing patient satisfaction with healthcare services, including patient-provider communication, patient involvement in decisions, medical service quality, healthcare environment, healthcare system factors, and socio-demographic influences. Effective communication, trust, empathy, and involvement are crucial elements in fostering a positive patient experience and improving healthcare outcomes. Additionally, medical service quality, particularly the service attitude, technical competence, and thoroughness of care, significantly contribute to patient satisfaction. The physical healthcare environment, including cleanliness and accessibility, also plays a critical role in shaping patient perceptions and overall satisfaction. Furthermore, socio-demographic factors, such as age, income, education, and cultural differences, influence how patients perceive their care.

Research Implications

This review highlights the importance of a multifaceted approach to improving patient satisfaction. Healthcare providers and administrators should prioritize effective communication and patient involvement in decision-making to enhance trust and empower patients in their care journey. Additionally, healthcare systems should focus on improving the physical environment and medical service quality, as these factors are directly linked to patient perceptions of care. The findings also suggest that healthcare organizations should tailor their services to accommodate the socio-demographic diversity of their patient populations. Future research could explore the impact

of emerging healthcare technologies, such as telemedicine, on patient satisfaction, as well as the role of cultural and regional variations in shaping patient expectations and experiences.

Limitations and Direction for Future Studies

While this review provides valuable insights into the factors influencing patient satisfaction, several limitations should be acknowledged. The focus was primarily on articles published in English, which may exclude relevant studies in other languages. Additionally, the research was constrained by the available literature, which may not fully represent all patient populations or healthcare systems globally. Future studies should include a broader range of articles in multiple languages and explore how different healthcare systems and cultural contexts impact patient satisfaction. Furthermore, more research is needed on the influence of healthcare reforms, policies, and team-based care on patient satisfaction, particularly in settings with universal healthcare systems. Expanding the scope of research to include patient experiences in diverse healthcare settings will provide a more comprehensive understanding of the factors that drive patient satisfaction.

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